



**FACULTY OF BUSINESS**  
**BACHELOR OF BUSSINESS ADMINISTRATION IN MARKETING**  
**LEARNING MODULE OUTLINE**

Academic Year	2023 - 2024	Semester	2
Module Code	BUSS3130-321		
Learning Module	Business Research Methods		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45 hrs
Instructor	Ng Sio Wang, Albe (PhD)	Email	swng@mpu.edu.mo
Office	M544, Meng Tak building	Office Phone	8599 3286

**MODULE DESCRIPTION**

This course provides an introduction of basic methodological concepts and philosophy of science in relation to business research methods. It leads to an understanding of the fundamental stages of research including the formulation of a research problem, data collection methods, as well as the presentation of research reports.

**MODULE INTENDED LEARNING OUTCOMES (ILOS)**

On completion of this learning module, students will be able to:

M1.	determine the core concepts, values and skills of conducting scientific approaches of research investigation;
M2.	recognize the legal and ethical norms of business research;
M3.	integrate the techniques of defining the research problems (research questions), carrying out literature review, developing theoretical framework and hypothesis development;
M4.	design and develop the research blueprint for data collection, measurement and analysis of data to answer the research questions;
M5.	compile the related tools and skills to generate research findings;
M6.	prepare a professional written research report and presentation;
M7	work as a team to research, plan, organize, and present a research project.

These ILOs aims to enable students to attain the following Programme Intended Learning Outcomes (PILOs):

PILOs	M1	M2	M3	M4	M5	M6	M7
1. Explain the core concepts, values and skills	✓				✓	✓	✓



- Students are able to apply the marketing principles, concepts, theories in analyzing the changing business environment.							
2. Apply appropriate tools and technologies - Students are able to demonstrate using related tools, technology and skills to generate proposals and solutions.							✓
3. Proceed lifelong learning - Students are able to apply self and independent learning to leverage learned knowledge in practical life.	✓				✓		
4. Adopt leadership approaches - Students are able to develop collaborative groups, synergy teams in achieving objectives and shared goals.			✓	✓			
5. Demonstrate and practice legal and ethical values - Students are able to identify professional ethics from broad business practices.					✓	✓	
6. Effective communication skills - Students are able to communicate and present ideas effectively.						✓	
7. Critical thinking - Students are able to apply self understanding and analysis of critical perspectives to issues in broad conditions for problem solving.			✓	✓			
8. Intercultural competence - Students are competent to associate in a diversified social and global community.	✓				✓	✓	✓

#### MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1.	Ch. 1: Introduction To Research	3 hrs
2.	Ch. 2: The Scientific Approach And Alternative Approaches To Investigation	3 hrs
3.	Ch. 3: Defining And Refining The Problem	3 hrs
4.	Ch. 4: The Critical Literature Review	3 hrs
5.	Ch. 5: Theoretical Framework And Hypothesis Development	3 hrs
6.	Ch. 6: Elements Of Research Design	3 hrs
7.	<b>Mid-Term Test</b>	3 hrs
8.	Ch. 9: Administering Questionnaire	3 hrs
9.	Ch.11: Measurement Of Variables: Operational Definition	3 hrs
10.	Ch.12: Measurement: Scaling, Reliability, Validity	3 hrs
11.	Ch.13: Sampling	3 hrs
12.	Ch.14: Quantitative Data Analysis	3hrs



13.	Ch.15: Quantitative Data Analysis: Hypothesis Testing	3 hrs
14.	Group Presentation And Discussions	3 hrs
15.	Final Examination	3 hrs

### TEACHING AND LEARNING ACTIVITIES

In this learning module, students will work towards attaining the ILOs through the following teaching and learning activities:

Teaching and Learning Activities	M1	M2	M3	M4	M5	M6	M7
T1. Lectures : Important concepts and skills of research methods will be delivered through lectures.	✓	✓	✓	✓	✓	✓	
T2. In-class discussion: Students will have chance to discuss the materials in the related readings and the cases distributed for in-class discussion. Each student is expected to contribute to class discussions.			✓		✓		✓

### ATTENDANCE

Attendance requirements are governed by the Academic Regulations Governing Bachelor's Degree Programmes of the Macao Polytechnic University. Students who do not meet the attendance requirements for the learning module shall be awarded an 'F' grade.

### ASSESSMENT

In this learning module, students are required to complete the following assessment activities:

Assessment Activities	Weighting (%)	ILOs to be Assessed
A1. Assignments and Group Project	40%	M1 to M7
A2. Mid-term Test	20%	M1, M2, M4, M5
A3. Final Examination	40%	M1 to M6

The assessment will be conducted following the University's Assessment Strategy (see [www.mpu.edu.mo/teaching\\_learning/en/assessment\\_strategy.php](http://www.mpu.edu.mo/teaching_learning/en/assessment_strategy.php)). Passing this learning module indicates that students will have attained the ILOs of this learning module and thus acquired its credits.

### MARKING SCHEME

Letter Grade	Low	High	Description
A	93	100	Excellent. Superior performance demonstrating comprehensive, in-depth understanding of subject matter. Students complete course requirements with distinction.
A-	88	92.99	



B+	83	87.99	Very good. Above average performance with full knowledge of theories and principles with no serious deficiencies.
B	78	82.99	
B-	73	77.99	
C+	68	72.99	Satisfactory. Basic understanding with knowledge of principles and theories adequate enough to complete substantive course requirements.
C	63	67.99	
C-	58	62.99	Pass. Some understanding of concepts and theories but with definite deficiencies.
D+	53	57.99	
D	50	52.99	Minimum Pass. Marginal performance to meet minimum course requirement but with major deficiencies.
F	0	49.99	Unsatisfactory. Fail. Knowledge of principles and concepts is fragmentary. Students fail to complete substantive course requirements.

## REQUIRED READINGS

### Textbook

Uma Sekaran and Roger Bougie. (2019). Research Methods for Business - A Skill Building Approach, 8th edition (Asian Edition), Wiley.

## REFERENCES

1. William G. Zikmund.(2013). Business Research Methods. 9th Ed. International Edition. Cengage Learning.
2. Adrian Thornhill, Philip Lewis and Mark N.K. Saunders. (2012). Research Methods for Business Students, 6th edition, Prentice Hall.
3. George, D. and Mallery, P. (2010). SPSS for Windows Step by Step: A Simple Study Guide and Reference, 17.0 Update, Allyn & Bacon.
4. Kumar. R. (2011). 3rd Ed., Research Methodology – A Step-by-Step Guide for Beginners. London: Sage.

## STUDENT FEEDBACK

At the end of every semester, students are invited to provide feedback on the learning module and the teaching arrangement through questionnaires. Your feedback is valuable for instructors to enhance the module and its delivery for future students. The instructor and programme coordinators will consider all feedback and respond with actions formally in the annual programme review.

## ACADEMIC INTEGRITY

The Macao Polytechnic University requires students to have full commitment to academic integrity when engaging in research and academic activities. Violations of academic integrity, which include but are not limited to plagiarism, collusion, fabrication or falsification, repeated use of assignments and cheating in examinations, are considered as serious academic offenses and may lead to disciplinary actions. Students should read the relevant regulations and guidelines in the Student Handbook which is distributed upon the admission into the University, a copy of which can also be found at [www.mpu.edu.mo/student\\_handbook/](http://www.mpu.edu.mo/student_handbook/).